




Prostitution as a Business

{ Research by Steven Zhou & Dr. Ben Postlethwaite
Summer 2013

28,835
BEANS LEFT

Here's a single bean. It's your very first day.






10,046
BEANS LEFT

over 75,000 hours
of work in your
lifetime

We will be at work, hopefully doing something satisfying for the
equivalent of 3,202 of those days.



10,046
BEANS LEFT

over 75,000 hours
of work in your
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We will be at work, hopefully doing something satisfying for the
equivalent of 3,202 of those days.

(Hughes 1991)

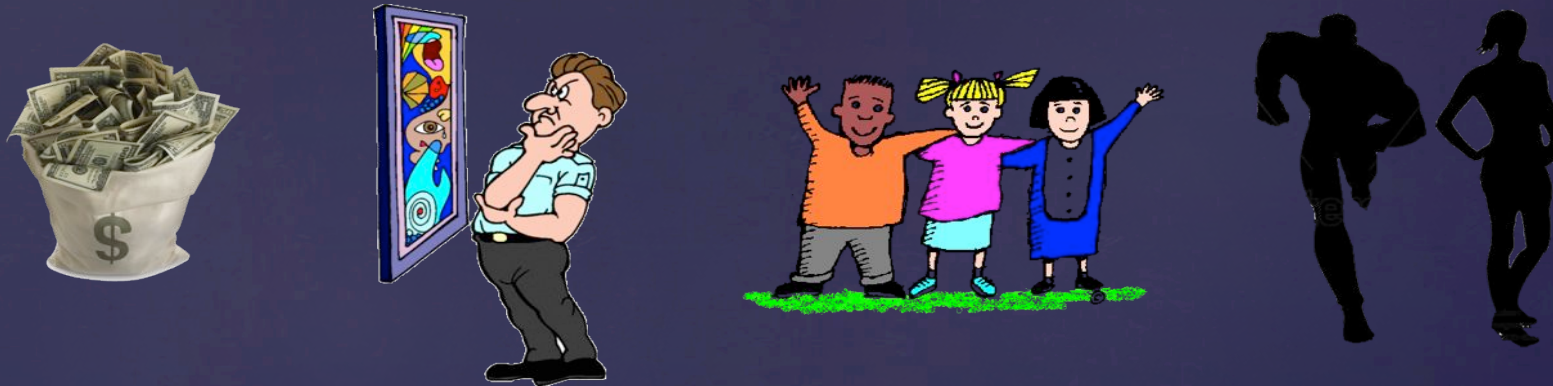
**SEX
WORKER**

PROSTITUTE

Red Light District

Deviant Forms of Capital

Four Forms of Capital (Hakim 2010)



Six Elements:

Beauty, Sexual Attractiveness, Social Ability, Liveliness,
Social Presentation, and Sexuality

Deviant Forms of Capital



Hamermesh & Biddle (1993): good-looks earn 1-13% more

Reynolds (1986): FSW gross income over \$20 billion USD per year

Ding & Ying Ho (2013): Chinese FSW earns five times average wage

Deviant Forms of Capital

The Training of House Prostitutes (Heyl 1977)

“Such sharing of [defense] tactics allows the turn-out to learn ... ‘patterns of client management’ (548).

“In some ways these guidelines resemble a beginning course in salesmanship” (551).

“That is, she would defend hustling in terms familiar to the businessman or sales manager” (550).

FSW Negotiation Techniques (Portus 2012)

“What appears to emerge in the negotiation ... between a streetwalker and her customer is similar to a market transaction. The objective of the model is to sell – in this case, the body or various forms of sexual service. As in any other commercial transaction, there is haggling, deception, mutual satisfaction, and appeal to emotions” (16).

Negotiation Tactics



Negotiation Tactics



Client Wants

spend less

pleasurable experience
unhindered by condoms

long length of stay

Compromise

fair price

use of
contraceptives

less time for more
safety, or more time
for more \$

FSW Wants

earn more

safety from disease
and pregnancy

short length of stay

Negotiation Tactics



Eight primary negotiation tactics:

assertiveness, ingratiation, rationality, sanctions, exchange, upward appeals, blocking, and coalitions

Nine primary FSW negotiation tactics:

reward, emotional coercion, risk information, seduction, deception, withholding sex, relationship conceptualizing, autocracy, and direct request

The Prostitute as an Entrepreneur (?)

The Entrepreneur (Boyette 1966, Shane & Venkataraman 2000)

- 1) Personality and characteristics
- 2) Ability to evaluate environment
- 3) Ability to develop and manage innovation

An individual who is able to find, create, and exploit the value of previously unvalued goods or services.



Prostitution Turnover



Transferable Skills:

- Identifying forms of capital
- Training to use capital
- Negotiating exchanges

Possible Occupations:

street vendors, salespeople, marketing, business-related fields

Occupational Ambivalence

Normalizing Tactics (Ashforth, Kreiner, Clark, and Fugate 2007)

Reframing

personal injury lawyer: *"Without us manufacturers won't be held responsible for defective products"*

FSW: *"Without us men would go rape many more girls"*

Avoidance

abortion clinic worker: *"I usually tell people I work in women's healthcare"*

FSW: *"I work in the entertainment business"*

Social Comparison

animal researchers: *"We're using animals for research, but at least not for product testing ... that's terrible"*

FSW: *"At least I don't strip down to complete nudity like some do"*

Occupational Ambivalence

SIT (Iost & Banaji 1994)

identification with occupation
and confrontation with
opposition

SIT (Taifel & Turner 1986)

setting oneself apart from others
in the occupation

“Because stigmatized workers are experiencing pulls in different directions – identification resulting from SIT-related processes, but disidentification resulting from SJT-related processes – we suggest that strong ambivalence is a likely outcome” (628).



- ◆ occupational hazards
- ◆ organizational structure
- ◆ market structure
- ◆ the communist theory on prostitution
- ◆ stakeholders
- ◆ the feminist debate on prostitution
- ◆ male prostitution

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